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ABSTRACT

The goals of Project Outreach were: to place library materials in agencies throughout the county; to offer film programs, filmstrip presentations, and talks; to continue cooperative ventures in the use of braille and talking books; to continue to utilize tape cassettes; to provide materials to handicapped persons; to make available large print materials; to continue a public relations program; and to establish a local oral history archive through a collection of tape interviews. In order to evaluate the program, questionnaires were sent to: (1) administrators of agencies that had participated in the project; (2) those who had not participated; (3) the staff of the public library of Youngstown and Mahoning County, Ohio; and (4) the staff of Project Outreach. It was concluded that Project Outreach represented a creative response to an urgent community need and should be continued. The four questionnaires and the statistical data used to tabulate the response are included. Supplementary data cover the oral history project and a timescale of local historical events from 1890 to 1945. A log of the hours spent in data gathering and evaluation is appended. (Author/DS)

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EVALUATION OF PROJECT OUTREACH (YO-MAH-CO-CO)
PUBLIC LIBRARY OF YOUNGSTOWN AND MAHONING COUNTY

by

A. Robert Rogers
Professor of Library Science
Kent State University

Kent, Ohio, February 1975

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EVALUATION OF PROJECT OUTREACH (YO-MAH-CO-CO),
PUBLIC LIBRARY OF YOUNGSTOWN AND MAHONING COUNTY

I. General Introduction

Project Outreach began officially on July 1, 1971 with the receipt of a grant from the State Library of Ohio matched by local funds. Subsequent grants and matching funds were provided for the period from July 1, 1972 through June 30, 1973 and for July 1 to December 31, 1973. The present phase of the Project (January 1 to December 31, 1974) was conducted with the aid of $54,842.62 in federal (LSCA) funds from the State Library and $34,474.81 in local funds. The evaluator had access to grant applications, narrative and evaluation reports from earlier phases.

The present evaluation takes place within the context of an ongoing project which had been in operation for 2½ years and which was scheduled to continue after the end of the period under review and evaluation. This situation had both advantages and disadvantages. On the one hand, it was possible to make comparisons (use of materials, number of contacts made, number of individuals receiving direct service, etc.) with earlier years and to note growth or decline by means of these indicators. On the other hand, it was not possible to design agreed-upon performance measures at the outset which could be applied as appropriate during or at the conclusion of the period under review.

The publication on December 30, 1974 of a Report to Congress by the Comptroller General of the United States entitled

Federal Library Support Programs: Progress and Problems introduced a new element--interpretation of LSCA priorities by the General Accounting Office. After noting the 1970 amendments to LSCA, the Report (p.20) enumerated the following uses for LSCA grants:

--Extending public library services to geographical areas and groups of persons without such services.

--Improving public library services in such geographical areas and for such groups as may have inadequate public library services.

--Establishing, expanding and operating programs to provide library services to people in State institutions, to the physically handicapped, and to the disadvantaged in urban and rural areas.

--Strengthening metropolitan libraries which serve as national or regional resource centers.

--Improving and strengthening library administrative agencies.

Later sections of the report were somewhat critical of the manner in which LSCA funds had been used in Michigan and Ohio. In view of these criticisms, it has seemed appropriate to examine relevant Ohio standards, planning documents, and professional writings in somewhat more detail than might otherwise have been required as the objectives of Project Outreach were being described and their fulfillment evaluated.

The objectives of the Project for 1974 were stated in the grant application as follows:

1. To continue outreach services to those presently served (the homebound, potential library user who may be

disadvantaged, homebound mothers with preschool children, the handicapped, senior citizens and institutionalized), individually and through agencies.

2. To continue to try to reach more potential users through increased agency involvement.
3. To continue and extend cooperation with agencies through development of programs.
4. To experiment with an Oral History Program with at least twenty-five selected patrons.

The specific programs to accomplish these objectives were described in the grant application. They are given below in slightly abbreviated form with ommissions indicated:

1. The resources of the various agencies in the area will continue to be utilized to contact potential patrons.... (Objectives 1 and 2)
2. To continue to place materials (especially paperbacks) in agencies throughout Mahoning County, especially in target areas. These materials will be circulated on the honor system.... (Objectives 1,2 and 3)
3. Film programs, talks, film strip presentations and other programs will be offered in various agencies... and, as time and staff permit, the same films (rented or purchased) will be utilized in branch libraries to lure potential users and to serve those not print oriented. Cooperative programs with agencies will be encouraged.... (Objectives 1, 2 and 3)

4. The Project will continue cooperative ventures with the Cleveland Public Library's Braille and Talking Book Service Department and the Youngstown Society for the Blind and Handicapped.... (Objectives 1, 2 and 3)
5. The Project will continue utilizing tape cassettes to provide library materials to patrons who are either handicapped or not print oriented.... (Objectives 1, 2 and 3)
6. Wide variety of materials in large print will be made available through the Project to all patrons requiring them.... (Objective 1)
7. The Project will continue its vigorous public relations program to inform all residents of the area of its service. Radio, T.V., newspapers, and talks will be utilized to contact those presently not served, and the entire program will be coordinated by Youngstown's Director of Public Relations. Brochures and giveaways are also planned. (Objective 2)
8. The Project will continue to explore new methods of cooperation with local agencies to avoid duplication of services.... (Objectives 2 and 3)
9. Oral history will become a one-year experimental part of our program which will utilize a Librarian I who with the cooperation of 25 local residents will establish a Local History Archives through oral history collections, especially through tape interviews with representatives who can contribute sociological and historical insights to the community.... (Objective 4)

Mahoning County is the geographical and population area served by the Project. The grant application gives the total population as 304,545 and indicates the following characteristics:

a. Model City neighborhood 15.6%

b. Urban 61.5%

c. Suburban 34.8%

d. Rural 3.7%

The City of Youngstown has a population of approximately 140,000. Boardman and Austintown have populations of roughly 30,000 each and the remaining people live in smaller communities. The age distribution is given in the grant application:

1. Children (age 0-14) 27.3%
2. Youth (age 15-24) 16.9%
3. Working age (age 25-64) 45.4%
4. Aged (age 65 and over) 10.4%

In a paper entitled "Project Outreach" (July, 1973), Anne Walsh, a student from the Urban Library Institute of Case Western Reserve University, noted (p.2) that analysis of 1970 census tracts showed 25.2% of Youngstown to be Negro, with much smaller percentages in the remaining communities. She also found only one census tract in the county with 400 or more Spanish speaking residents.

II. Plan of Evaluation

After consultation with the Project Director, Miss Elfreda Chatman, and her immediate supervisor, Mr. Robert Donahugh, Assistant Director, Public Library of Youngstown and Mahoning County, the following plan of evaluation was adopted.

Plan for Evaluation of Project Outreach

Programs	Sources of Evaluative Information
1. The resources of the various agencies will continue to be utilized to contact potential patrons....	Form I Project records of new contacts made and new patrons served
2. To continue to place library materials (especially paperbacks) in agencies throughout Mahoning County, especially in target areas....	Form I Project records of amounts and types of materials on loan and new materials sent
3. Film programs, talks, film strip presentations and other programs will be offered in various agencies....branches....Cooperative programs with agencies will be encouraged....	Form I Form III Project records of number of programs and records, or estimates, of attendance
4. The Project will continue cooperative ventures with the Cleveland Public Library's Braille and Talking Books Department and the Youngstown Society for the Blind and Handicapped	Form I Project records of number of patrons served, and number and types of equipment and materials loaned Interviews with Project Director and Administrator of Youngstown Society for the Blind and Handicapped
5. The Project will continue utilizing tape cassettes to provide library materials to persons who are either handicapped or not print oriented. These cassettes may be commercially prepared or taped by local volunteers....	Form I Project records of number of patrons served and the total circulation of cassettes Project records of number of cassettes in stock, cassettes purchased, and cassettes made by volunteers
6. Wide variety of materials in large print will be made available through the Project to all patrons requiring them....	Form I Project records of number of patrons served and circulation of large type books Checking of Project list with standard bibliographies (e.g., Landau, R.A. and Nyren, J.S., eds. Large Type Books in Print. Bowker, 1970.)

7. The Project will continue its vigorous public relations program...radio, T.V., newspapers, talks...brochures and giveaways....	Form II Form III Project records of number and type of programs Project records and samples of brochures with information on quantities produced and how distributed
8. The Project will continue to explore new methods of cooperation with local agencies to avoid duplication of services....	Form I Form II List of Hotlines
9. Oral history will become a one-year experimental part of our program which will utilize a Librarian I who with the cooperation of 25 local residents will establish a Local History Archives through oral history collections.	Project records of number of persons interviewed and number of cassettes or tapes made. Interview with Project staff involved in the Oral History Program
Other	
Overview and general evaluation of relevant points which would supplement the specific programs outlined above.	Forms I, II, III, IV Ohio Long Range Plan... State Library staff papers on library services to the handicapped and to the disadvantaged. Data gathered by Anne Walsh Professional reading (e.g., The Disadvantaged and Library Effectiveness, by Claire K. Lipsman, and Performance Measures for Public Libraries) Project applications and narrative reports Observations Interviews with Project staff and patrons

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Form I

Memo to: Administrators of Agencies/Organizations Participating in Project Outreach (Yo-Mah-Co-Co)

From: A. Robert Rogers

Subject: Evaluation of Project Outreach

I have been asked, on behalf of the State Library of Ohio, to evaluate Project Outreach (Yo-Mah-Co-Co), which is sponsored by the Public Library of Youngstown and Mahoning County.

Your agency/organization has been listed among those participating in Project Outreach. Your candid opinion of the Project will be of great assistance in determining its usefulness to the people of Youngstown and Mahoning County.

A short questionnaire is enclosed. If you would complete the questionnaire and return it to me in the enclosed stamped, self-addressed envelope by [illegible], it would be most helpful.

If you wish (and so indicate at the end of the questionnaire), your agency will not be identified by name in the evaluation report.

Your help will make a very important contribution to a complete, objective evaluation of the Project. Thank you, in advance, for your cooperation.

A. Robert Rogers
Professor of Library Science

Form I

Questionnaire for Participants in Project Outreach (Yo-Mah-Co-Co)

Name of agency/organization_____

1. How large is your agency/organization? ____Staff ____Clients/members

2. What one word or short phrase best describes the clients/members served by your agency/organization?
   _____Homebound
   _____Institutionalized
   _____Physically handicapped
   _____Other (please specify) _____
   _____Economically disadvantaged
   _____Educationally disadvantaged
   _____Senior citizen

3. How did your agency/organization become involved with Project Outreach?
   _____Contacted by Project staff
   _____Saw newspaper story
   _____Heard on radio
   _____Meeting of another group (which?) _____
   _____Other (please specify) _____
   _____Received flyer from Library
   _____Saw TV news story
   _____Word of mouth

4. How long has your organization been participating?
   _____Less than a year _____1 to 2 years _____Over 2 years

5. In what ways do you participate?
   _____Receive services offered. No part in planning.
   _____Suggest names of individuals needing home delivery of books.
   _____Suggest services to Project Director.
   _____Serve on Project Outreach committees.
   _____Other (please specify) _____

6. How often are you in touch with the staff of Project Outreach?
   _____Daily _____Weekly _____Monthly
   _____About 3 or 4 times a year _____About once a year

7. What materials or services do you receive from Project Outreach?
   _____Paperback books
   _____Pamphlets
   _____Books with large print
   _____Talking books
   _____Films and film equipment
   _____Other (please specify) _____
   _____Hardcover books
   _____Magazines
   _____Cassettes and players
   _____Film programs(Library staff)
   _____Talks by Library staff

8. How much are these materials used?
   _____Heavy use_____Moderate use_____Light use_____Not used

9. On balance, how do you rate the services received?
   _____Very helpful _____Moderately helpful _____Not helpful

10. Which ones have been most helpful? _____

11. Are there any new services or improvements you would suggest? What?
    _____

12. Should Project Outreach be continued? _____Yes _____No _____Not sure
    _____You may identify this agency/organization.
    _____Please do not identify this agency/organization.

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Form II

Memo to: Administrators of Agencies/Organizations Not Participating in Project Outreach

From: A. Robert Rogers

Subject: Evaluation of Project Outreach (Yo-Mah-Co-Co)

I have been asked, on behalf of the State Library of Ohio, to evaluate Project Outreach (Yo-Mah-Co-Co), which is sponsored by the Public Library of Youngstown and Mahoning County.

One measure of impact is the extent to which the Project and its services are known outside the immediate circle of participants.

Accordingly, I have requested and received a list of agencies and organizations known to be active in the community but not at present participating in the Project.

If you would return the enclosed questionnaire in the stamped, self-addressed envelope by Dec. 1, it would be most helpful.

If you wish (and so indicate at the end of the questionnaire), your agency will not be identified by name in the evaluation report.

Your help will make a very important contribution to a complete, objective evaluation of the Project.

Thank you, in advance, for your cooperation.

A. Robert Rogers

A. Robert Rogers
Professor of Library Science

Form II

Questionnaire for Agencies/Organizations Not Participating in Project Outreach (Yo-Mah-Co-Co)

1. Before receiving this questionnaire, had you heard of Project Outreach (Yo-Mah-Co-Co)? _____Yes _____No

2. If the answer is "yes," in what ways have you heard about it?
   _____Newspapers _____Radio _____T.V. _____Sign on van
   _____Flyer from Library _____Word of mouth _____Meeting
   _____Other (please specify) _____

3. What services have you heard about?
   _____Paperback books _____Books with large print
   _____Talking books _____Cassettes and players
   _____Talks by Project staff _____Films and film equipment
   _____Oral History Program _____Home delivery of books
   _____Other (please specify) _____

4. Based on what you have heard, how well do you think the Project is received in your community?
   _____Very well received _____Moderately well received
   _____Not well received _____Not generally known
   _____Unable to judge

5. Based on what you have heard, do you think the Project should be continued arter 1974? _____Yes _____No _____Not sure

6. Would you like to know more about the Project? _____Yes _____No

7. Do you think your agency/organization would be interested in participation? _____Yes _____No _____Not sure

_____ You may identify this agency/organization

_____ Please do not identify this agency/organization

_____
(Name of Administrator/Officer)

_____
(Name of Agency/Organization)

_____
(Address)

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Form III

Memo to: Staff of the Public Library of Youngstown and Mahoning County

From: A. Robert Rogers

Subject: Evaluation of Project Outreach (Yo-Mah-Co-Co)

I have been asked, on behalf of the State Library of Ohio, to conduct an evaluation of Project Outreach. Your assistance will be most helpful in assuring a thorough and well-balanced approach.

One measure of impact is the extent to which the Project and its services are known outside the immediate circle of participants.

Accordingly, I have requested and received permission to send a short questionnaire to all members of the Library staff. If you would complete the questionnaire and return it to _____ by _____, it would be appreciated.

Thank you, in advance, for your helpfulness in completing yet another questionnaire.

A. Robert Rogers
Professor of Library Science

Form III

Project Outreach Questionnaire for Staff of the Public Library of Youngstown and Mahoning County

1. In what ways have you become acquainted with, or involved in, Project Outreach?

_____Staff Bulletin
_____OLA Bulletin
_____Newspapers
_____T.V.
_____Personal visit
_____Other (please specify) _____
_____Project flyers, brochures
_____Staff meetings
_____Radio
_____Word of mouth
_____Showing Project-Sponsored films

2. What materials and services have you heard about?

_____Paperback books
_____Cassettes and players
_____Talks by Project staff
_____Oral History Program
_____Other (please specify) _____
_____Books with large print
_____Talking books
_____Films and film equipment
_____Home delivery of books

3. Based on what you have heard from patrons, how well do you think the services and materials are known by users or your branch or unit at Main?

_____Very well known
_____Not well known
_____Moderately well known
_____Unable to judge

4. How well is the Project received by your colleagues on the staff in your branch or unit at Main?

_____Very well received
_____Not well received
_____Moderately well received
_____Unable to judge

5. What is your personal opinion of the Project?

_____Very valuable
_____Not valuable
_____Moderately valuable
_____No opinion

6. Should the Project continue beyond 1974?

_____Yes, even if some other Library programs must be cut back
_____Yes, if other programs can also be maintained at present levels
_____Yes, but only if federal funds are available
_____No, the Library has better uses for the money

7. What should Project Outreach do if demands for its services increase?

_____Expand, with more staff, materials, vans, and larger quarters
_____Stay at present size and decline to offer new services or services to more groups
_____Stay at present size, but shift role to backup services and transfer most direct patron services to branches and Main
_____Expand, with staff decentralized at branches and Main
_____Other (please specify) _____

8. In what ways do you think Project Outreach, neighborhood branches and Main can cooperate in giving better community service?

_____Branch and Main handle distribution of paperback books to agencies in immediate neighborhoods
_____Branch and Main staff share in identifying and contacting new (i.e., non-participating) agencies in immediate neighborhoods
_____Branch and Main circulation of books with large print
_____Branch and Main circulation of cassettes and players
_____Branch and Main home delivery of library materials in immediate neighborhoods
_____Branch and Main staff share in locating individuals in each neighborhood who need home delivery of library materials
_____Branch and main circulation of films and film equipment
_____Branch and main programming with use of films, filmstrips and slides

Are you now performing any of these services? _____ Yes _____No
If yes, which ones? _____
_____

9. What is your position in the Library?

_____Head of branch
_____Librarian in branch
_____Other staff at branch
_____Full-time
_____Head of department at Main
_____Librarian at Main
_____Other staff at Main
_____Part-time

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Form IV

Memo to: Staff of Project Outreach (Yo-Mah-Co-Co)

From: A. Robert Rogers

Subject: Evaluation of Project Outreach (Yo-Mah-Co-Co)

I have been asked, on behalf of the State Library of Ohio, to conduct an evaluation of Project Outreach (Yo-Mah-Co-Co).

In The Disadvantaged and Library Effectiveness (Chicago: American Library Association, 1972), Claire Lipsman concluded (p.141) that five elements were crucial in determining success or failure of programs:

1. Competency and effectiveness of staff
2. Degree of community involvement and understanding of community dynamics evidenced by project
3. Degree of autonomy exercised by project director in decision making
4. Quality of materials used
5. Effectiveness of publicity, or project visibility.

As you see, you are at the top of the list. As I have met with you and observed you in action, I have been very favorably impressed by the enthusiastic and skillful way in which you go about your work. To complete the picture, it would be helpful to have your opinions about your work. Please complete the attached questionnaire and return it to me in the enclosed stamped, self-addressed envelope by _____.

A. Robert Rogers
Professor of Library Science

Form IV

Questionnaire to Staff of Project Outreach (Yo-Mah-Co-Co)

Part A

Instructions: Check all answers that apply.

1. How did you first learn of Project Outreach?
   _____Saw "help wanted" ad in newspaper _____Contacted by Project staff
   _____Saw news story in newspaper _____Saw story on program on T.V.
   _____Heard on radio _____Word of mouth
   _____Flyer from Library _____Contacted by Library Personnel Office
   _____Other (please specify) _____

2. With what services of Project Outreach do you help?
   _____Paperback books _____Hardcover books
   _____Pamphlets _____Magazines
   _____Books with large print _____Talking books
   _____Films and film equipment _____Cassettes and players
   _____Film programs _____Talks
   _____Home delivery _____Visits to institutions
   _____Other (please specify) _____

3. What should Project Outreach do if demands for its services increase?
   _____Expand, with more staff, materials, vans and larger quarters
   _____Stay at present size and decline to offer new services or services to more groups
   _____Stay at present size, but shift role to backup services and transfer most direct patron services to branches and Main
   _____Expand, with staff decentralized at branches and Main
   _____Other (please specify)_____

4. In what ways do you think Project Outreach, neighborhood branches and Main can cooperate in giving better community service?
   _____Branches and Main handle distribution of paperbacks to agencies in immediate neighborhoods
   _____Branch and Main staff share in identifying and contacting new (i.e., non-participating) agencies in immediate neighborhoods
   _____Branch and main circulation of books with large print
   _____Branch and Main circulation of cassettes and players
   _____Branch and Main home delivery of library materials in immediate neighborhoods
   _____Branch and Main staff share in locating individuals in each neighborhood who need home delivery of library materials
   _____Branch and Main circulation of films and film equipment
   _____Branch and Main programming with use of films, filmstrips and slides

5. How long have you been with Project Outreach?
   _____Less than a year _____One to two years _____Over two years

Form IV

Questionnaire to Staff of Project Outreach (Yo-Mah-Co-Co)

Part B

Instructions: For each statement, please check the column which best shows how much you agree or disagree with it.

Statements	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1. My work is very meaningful and personally satisfying					
2. My work is appreciated and recognized by my supervisor					
3. My work is appreciated and recognized by the Library Administration					
4. My work is appreciated and recognized by other staff (Project Outreach)					
5. My work is appreciated and recognized by other staff (branches and Main)					
6. My special skills (chauffeur's license, AV, etc.) are a source of pride and satisfaction to me					
7. My special skills (chauffeur's license, AV, etc.) are recognized and rewarded by my supervisor					
8. My special skills (chauffeur's license, AV, etc.) are recognized and rewarded by the Library Administration					
9. My special skills (chauffeur's license, AV, etc.) are known to, and appreciated by, other staff at Main and branches					
10. My co-workers at Project Outreach are:					
a. Enthusiastic					
b. Efficient					
11. My supervisor is:					
a. Enthusiastic					
b. Inspiring					
c. Capable					
12. My salary is					
a. Good					
b. Low, but other rewards are more important					

III. Relation of Project Objectives to State Plan and Professional Writings

It is evident from the phrasing of Objective 1 that the target groups to be served by Project Outreach include, but are not confined to, the handicapped and the disadvantaged. Nevertheless, there is a heavy emphasis on services to target groups (and individuals) who are handicapped, or disadvantaged, or both. Hence, it is appropriate, at this point, to include some discussion of definitions and statewide priorities.

The State Library Board's Advisory Committee for Library Outreach Services is concerned with services to the handicapped. A recent staff paper entitled "Library Services to Target Groups: I. Persons with Handicaps" (Columbus: State Library of Ohio, 1974) offers the following definitions (pp. 1-2):

> There is no universally agreed upon definition of a physical handicap. The Library Services and Construction Act (L.S.C.A.) defines "library service for the physically handicapped" as services provided "through public or other non-profit libraries, agencies or organizations, to physically handicapped persons (including the blind and other visually handicapped) certified by competent authority as unable to read, or use conventional printed materials as a result of physical limitations." It is this same group which is eligible for the materials and services provided by the Library of Congress Division for the Blind and Physically Handicapped, through 51 regional libraries in the United States.
>
> The 1972 Amendments to the Economic Opportunity Act define handicapped children as "mentally retarded, hard of hearing, deaf, speech impaired, visually handicapped, seriously emotionally disturbed, crippled, or other health impaired children who by reason thereof require special education and related services."

The staff paper (p.3) estimates that some 159,780 people in Ohio are eligible for services and materials provided by the

regional libraries. Using the same basis for estimation (1.5% of the population), it would appear that over 4500 people in Mahoning County (about 2,100 in Youngstown itself) would be eligible.

The staff paper (p.7) also estimates that 4.7% of those aged 65 or older are not able to leave their homes and another 6.6% are able to do so only occasionally "in wheelchairs or with assistance." In the grant application, it was stated that 10.4% of the population is age 65 or older. The 1970 census gives this figure for Mahoning County, but gives a higher figure (12.6%) for the City of Youngstown. Thus, we may conclude that there are over 31,000 elderly people in Mahoning County, with about 17,500 of them in the City of Youngstown. Of these, some 1,400 in Mahoning County (over 800 in Youngstown) are unable to leave home and another 2,000 in Mahoning County (over 1,100 in Youngstown) are only able to leave home occasionally "in wheelchairs or with assistance." The target group of elderly homebound should probably include both groups, for a total of 3,400 in Mahoning County and over 1,900 in the City of Youngstown.

Standard 49 of Standards for the Public Libraries of Ohio (Columbus: Ohio Library Association, 1972) states (p.10):

> The community library should promote and provide access to specialized services and resources for the handicapped and homebound, and should provide direct personal contact between the library and homebound individual; some libraries may do this through community volunteers.
>
> The system should maintain a planned program of services to the handicapped, homebound and institutionalized, including use of specialized materials and techniques, and support of the efforts of its member libraries and also should provide access to services available from designated regional libraries.

The staff paper (pp.17-19) indicates certain priorities (not in ranked order). The most pertinent ones for Project Outreach are excerpted as follows:

2. Libraries of all types at the state, regional or local level, should work with agencies who serve persons with handicaps to make them aware (through conferences, workshops and publications) of library services available or potentially available to their clients....
3. With State Library assistance, libraries should provide an on-going information program to continually inform non-users and users about library services and materials available to them, and help them relate these to their own needs, concerns and aspirations.
4. As a minimal effort, each local library...should designate a staff member who will be responsible for locating people with handicaps and assist them in using library resources....
6. Local libraries should make their facilities physically assessible to persons on crutches, or in wheelchairs. Where this is not feasible, special arrangements should be made for delivery of materials, special reference service, etc....

The Ohio Long Range Program for Improvement of Library Services (Columbus: State Library of Ohio, 1974) defines and describes the disadvantaged (p.21):

> "Disadvantaged persons" means persons who have educational, socioeconomic, cultural or other disadvantages that prevent them from receiving the benefits of library services

designed for persons without such disadvantages and who for that reason require specially designed library services. The term includes persons whose needs for such special services result from poverty, neglect, delinquency, or cultural and linguistic isolation from the community at large, but does not include physically or other handicapped persons unless such persons also suffer from the disadvantages described in this paragraph.

Characteristics of disadvantaged persons may include the following:

...Persons with poor educational background
...Persons who are receiving less than poverty level incomes.
...Persons from areas characterized by excessive unemployment.
...Persons from areas characterized by excessive low income rates.
...Members of ethnic minority groups which have been discriminated against.
...Persons who have been isolated from cultural, educational and/or employment opportunities.
...Persons who, due to a combination of environmental, cultural, and historical factors, lack motivation for taking advantage of available library services.
...Persons who are dependent upon social services to meet their basic needs.

These criteria and their application are discussed in a State Library staff paper entitled "Library Services to Target Groups: II. The Disadvantaged" (Columbus: State Library of Ohio, 1974). The paper calls attention to Standards for the Public Libraries of Ohio. Review of these indicates that the following standards (pp. 6,9,10) are particularly relevant:

21. The services of every library shall be available to all residents of the natural geographic or marketing area of the community in which the library is located and to all residents of Ohio under terms of adequate compensation.

43. Every library should have a planned, coordinated program to serve people of all ages and interests. The library

program should not be confined to a building, but should reach out to all aspects of life in the community.

44. The library should cooperate with community groups, educational and social institutions and other agencies in planning their activities and in carrying out their programs by providing information resources; the library should correlate its own programs with those of other community organizations.

47. The library should assess the needs of the community through continuous as well as periodic study; through knowledge obtained by participation in community activities and governmental planning; through surveys made by other agencies; and through cooperation with other libraries and organizations in experimentation and research.

The staff paper also discusses (pp.15-16) some elements in solving problems of library services to the disadvantaged:

1. Development of a philosophy of realistic and achievable objectives for the service to target groups as a basic part of local public library responsibility.
2. Identifying and understanding the needs of the target groups. In this it is essential to enlist the cooperation of the leaders within these groups.
3. Cooperation with appropriate community agencies in planning and development of service programs. In program planning, it is important to determine the

total number of people to be served, the services they are already receiving, the types and amount of service the library is able to give.

4. Trustee, administrative and staff agreement on the priority that should be accorded in implementation of such a program....

5. Locating sources of materials and dissemination of bibliographies already tested with similar groups....

6. Sharing of information about programs....

The staff paper includes (pp.16-17) some suggested priorities. Those most pertinent would appear to be:

3. Build into any service program for target groups assisted by grant funds a strong advisory committee or council from the group being served.

4. Build into any new service program for target groups assisted by Title I, provision for both internal and external evaluation and for dissemination of information on the project.

5. Develop within at least one multi-county cooperative project a strong component for service to target groups....

The need for interaction with representatives of target groups through advisory councils and other means is underscored by Claire Lipsman in The Disadvantaged and Library Effectiveness (Chicago: American Library Association, 1972) when she writes (pp.79-80):

> Successful community support requires interaction, two-way channels of communication between people and/or groups, through which joint planning and mutual expressions of interest and advice can take place....Outreach as a one-way flow does not work....

Who are the disadvantaged in Youngstown and Mahoning County? How numerous are they? Where do they live? Time did not permit research on these points but some useful data were assembled from various state and federal sources as appendices to the State Library staff paper on the disadvantaged and Ann Walsh's paper included analyses of 1970 census data. For convenience, these will be cited as Disadvantaged and Walsh, respectively. The checklist of characteristics of disadvantaged persons already quoted from The Ohio Long Range Plan for Improvement of Library Services will be used as a framework for the analysis.

1. Persons with poor educational background. Although the percent loss of enrollment from ninth grade in 1967 to graduation in 1971 is only 16.1% for Mahoning County and thus well below the Ohio average of 20.7% (Disadvantaged, p.20), the situation in the City of Youngstown is much worse. In 12 census tracts, over 20% of the young people ages 16-21 were not high school graduates and not in school. In Tract 8018, the figure was a horrendous 59.6%. In three tracts, 20% or fewer of those over 25 were high school graduates. In only 12 of the 43 tracts did high school graduates number half or more of the population over 25 (Walsh, pp. 23-25).
2. Persons who are receiving less than poverty level incomes. For Mahoning County, the percentage of families with income of less than povery level is 7.4%, which is the same as the statewide average (Disadvantaged, p.22). Within the City of Youngstown, 26 of the 43 census

tracts have concentrations of poverty higher than the county and state average. In Tract 8036, the figure at the time of the 1970 census was 33.2%. Two other tracts (8035 and 8037) had concentrations of over 30% and 11 tracts had concentrations of over 20%. At that time, the total number of poverty-level families was 3,933. These figures are supplemented by information prepared by the Youngstown Community Action Council and contained in the grant application. Among Blacks, the percentages of people with below-poverty incomes were: East Side--47.4%; South Side--55.8%; North Side--50.3%; Lowellville, Struthers, Campbell--13.8%; Sebring--1.98%. In Sebring, 18.2% of the Appalachian Whites were below poverty level. For Puerto Ricans, the figures were collected in terms of numbers of people rather than percentages: East Side--450; South Side--987; North Side--72; Sebring--20.

3. Persons from areas characterized by excessive unemployment. Figures for late 1973 indicate that there were 4,500 unemployed in Mahoning County, a rate of 3.4%, which was below the state average of 3.9% (Disadvantaged, p. 30). Figures for Youngstown were not available, but it seems reasonable to suppose that certain inner city areas would exceed both the county and state averages.

4. Persons from areas characterized by excessive low income rates. From 1970 census data it was found that certain areas of the City of Youngstown could be thus characterized.

Mean income for families was $9,928 and median income was $9,078. In 16 tracts the median income was at least $1,000 below the citywide median. There were 5 tracts in which median family income was more than $2,000 below the citywide median: 8008--$6,676; 8019--$7,000; 8020--$6,966; 8035--$5,529; 8036--$4,273. (Walsh, pp. 15-19.)

5. Members of ethnic minority groups which have been discriminated against. Blacks, Puerto Ricans and Appalachian Whites are to be found in Mahoning County. In 1970, Mahoning County was 12.4% Black (37,625) while the City of Youngstown was 25.2% Black (35,220). Thus, only 2,405 Blacks lived outside Youngstown. Whereas 21 census tracts had concentrations of 400 or more Negroes, only one census tract (8007) had a concentration of 400 or more Spanish-speaking residents (Walsh, pp. 2, 16-17.). The concentration of Appalachian Whites in Sebring has already been noted.
6. Persons who have been isolated from cultural, educational and/or employment opportunities. Separate figures for this category are not available. There is considerable overlap with all of the preceding groups.
7. Persons who, due to a combination of environmental, cultural and historical factors, lack motivation for taking advantage of available library services. Again, separate figures are not available, but there would be overlap with all preceding groups.

8. Persons who are dependent upon social services to meet their basic needs. As of April, 1973 the numbers of persons in Mahoning County receiving such services was as follows (Disadvantaged, pp. 26-28):

Aid for the aged -- 1,221

Aid to dependent children -- regular
Cases -- 4,082
Recipients -- 13,586

Aid to dependent children -- unemployed parent
Cases -- 298
Recipients -- 1,335

Aid to the blind -- 62

Aid for the disabled -- 1,412

General relief
Cases -- 1,004
Family -- 137
One person -- 867
Persons -- 1,290

Thus, some 17,685 persons were receiving assistance. The grant application mentions some 1,200 residents of nursing homes in Mahoning County, many of whom would not be included in these figures.

IV. NARRATIVE ACCOUNT OF PROCEDURES

In March, 1974, copies of applications for Federal grants for 1971/72, 1972,73, July-December, 1973 and January-December, 1974, and Evaluations for 1971/72 and 1972/73 were received.

On April 11, 1974, the evaluator met (in Kent) with Miss Elfreda Chatman, Project Director, and Mr. Robert Donahugh, Assistant Director, Public Library of Youngstown and Mahoning County.

On June 18, 1974, Project Outreach was visited. The writer conferred with Miss Chatman, collected forms, went on a van for the afternoon and visited McGuffy Community Center for a showing of "Sounder" in the evening.

The evaluator arrived around 12:15 p.m. and met first with Miss Chatman to review goals of Project, problems encountered, and schedule for the day.

Project Outreach was described as providing (1) backup services and (2) resources for the system. It was noted that the Project also had specialized personnel and materials for offering direct services to the homebound, the handicapped and other target groups.

The Project Director indicated need to draw the branches into a more active partnership in the area of direct services to those target groups not requiring home delivery of library materials. Heads of branches had toured Project Outreach and gone out on the van. Visiting branch librarians were given a schedule and a form to complete at the end of the day.

At the time of the visit, staff was very nearly up to the strength authorized for the Project for 1974. Two librarians had had recently been hired and two NYC workers for the summer, leaving one clerical position still vacant. Two clerks had been with the Project for some time. Slowness in building staff had delayed the start of the new project in oral history proposed for 1974, but it was hoped that one of the new librarians could begin work shortly, in cooperation with Dr. Friedman, of Youngstown State University.

The Project Director mentioned one area in which some delegation of activity to the branches had already occurred--the showing of films. Previously, this had been done by staff of Project Outreach. Now, some of the branch personnel were trained to operate equipment and handle their own programs. Mention was also made of special programming for the South Branch, which is in an inner city poverty area. It was suggested that some library programs (especially film showings) now conducted in the branches might attract even wider audiences if shown in neighborhood community centers and serve to draw new clients to the neighborhood branches.

The records maintained by Project Outreach were also examined briefly. Of special interest was the folder maintained for each individual receiving direct service from Project Outreach. In addition to a form indicating areas of reading interest, a list of all titles sent to the patron is kept and is checked before sending new books.

The facilities appeared generally adequate for the present level of activity, but with very little margin for expansion. Present needs include greater privacy for the Project Director when holding conferences with staff or visitors and an additional telephone. It was noted that the question of how much more space is needed really depends upon the future role envisaged for Project Outreach. If a second or third van should be needed, with accompanying increase in staff, more space would clearly be required. An alternative approach would be to involve Main and the branches more actively in outreach programs in their immediate neighborhoods, with Project Outreach providing backup services and resources.

The schedule for the van that afternoon included a visit to the Juvenile Research Center to leave staff and equipment for showing the film "Sounder" to an audience of about 30 young people (ages 12-18) who were being detained on a short-term basis for a variety of minor offenses. It was noted that the population of the Center fluctuates, being generally higher in the summer, and that there is considerable turnover from week to week. Thus, sustained programming does not appear feasible, but weekly films are enjoyed and books are supplied by Project Outreach to support a craft program and for recreational reading.

Before returning to pick up the staff and film at JRC, the driver of the van (all full-time staff have chauffeur's licenses) took books to several individuals (mostly elderly) in individual homes and in nursing homes. Two uncompleted deliveries were rather poignant. A call at a Catholic nursing home revealed that the elderly client, a retired priest and avid reader, had died that very morning. Another was a case of someone who had moved. At first, the new occupant of the house appeared suspicious and declined to give any information. As we were getting into the van, she called us back and gave us such directions as she could (unfortunately, not sufficient to locate the new address). The most impressive facility visited was the Park Vista Nursing Home, run by the Presbyterian Church. Here we were shown to the library where an elderly lady kept track of the books loaned by Project Outreach and those available from other sources. She expressed particular interest in large-type books and wished there were more in paperback so that they would not be so heavy. She also commented on the fact that the conventional Talking Books equipment is a bit

heavy and cumbersome for some to use. It was explained that cassettes and cassette players are lighter and easier to use, but the range of information in this form is still limited. At the private homes, the driver of the van was warmly received and would have been asked to stay longer to visit, but had to keep pleasantly, yet firmly, to schedule. Several commented appreciatively on the service. Most seemed to agree that people who have been readers from their early years are likely to welcome this, but that new readers are not likely to be created from non-readers at that age.

Additional questions concerning Project Outreach were discussed with the Project Director at dinner and afterward we attended the showing of "Sounder" at the McGuffy Community Center. The audience reached approximately 150 by the time the film began. There was some coming and going, but interest seemed to build up as the film progressed. Multiple copies of the book were available for those who wished to read it. The Project Director introduced me to the Director of the Center and some of the staff. A rather extensive program of community service, with special emphasis on health needs, was in operation. There was conversation about ways in which staff of Project Outreach and McGuffy Center could work together. (One outcome of this conversation was the purchase of 15 chess sets by Project Outreach the next month for use in programming at McGuffy Center.)

The next visit to Project Outreach took place on September 4 and included conferences with both Mr. Donahugh and Miss Chatman about proposed outline for evaluation and questionnaires. Mr. Donahugh suggested adding a question in Form I about how the participating agencies became involved in Project Outreach.

He expressed reservations about questions 7 and 8 on Form III. Miss Chatman suggested that the covering memos he modified to indicate that the evaluation was requested by the State Library. She also suggested deletion from the checklist of two services (Braille books and musical recordings) not offered by Project Outreach. With respect to Form III, Miss Chatman suggested that question 7 be retained but that question 8 be reworded. She also suggested an additional form (to be mailed directly to the evaluator) which would give the staff of Project Outreach an opportunity to express their views. (This was done as Form IV.) Both Miss Chatman and Mr. Donahugh thought some further interviews with patrons would be desirable. Arrangements were made for a future visit which would include a trip on the van to interview patrons in the morning and an interview with the Director of the Youngstown Society for the Blind and Handicapped in the afternoon. (September 19 or 20 were suggested dates.)

The balance of the afternoon was spent by the evaluator and the Project Director with Rev. Melvin Lindberg, Chaplain to the Mahoning County Jail. We visited the jail and spent some time discussing with the Warden the prospects for rehabilitation, which he felt were much better for first or second offenders than for repeaters. We then visited the Women's Section where Miss Chatman explained about services offered by the Project and distributed forms to gain information on reading interests. (Forms from male prisoners had been collected previously.) We then visited the small room used as a Library under Mr. Lindberg's supervision. Paperback books of fiction predominated, but there were some books in fields

like art, religion and history. Miss Chatman mentioned that some reference books (dictionaries and set of Encyclopedia Americana) were on order. An old edition of Baldwin's Ohio Revised Code was noticed and prompted discussion about access to law books. Prohibitive factor was cost, especially when updating services are taken into consideration. Mr. Lindberg had assigned serial numbers to the books and prepared a series of lists for distribution to prisoners. He noted that delivery of requested books often gave him opportunities to talk with prisoners that would not otherwise be available.

The evaluator borrowed a recent group of book request forms (17) from male prisoners and spent some time examining them. Although the relatively short time most prisoners stay in the Mahoning County Jail (1 to 3 months) is not long enough for organized educational programs to be successful, the prisoners do have large amounts of time on their hands and many are interested in something to read. Realistic stories, westerns, science fiction and mysteries headed the list of fiction requests, with substantial numbers of requests for humorous stories, love stories, adventure stories, and sea stories. In non-fiction, witchcraft led all other interests by a substantial margin, followed by psychic phenomena, history, and philosophy. Nature and wildlife, current affairs and biographies were in the middle range. Also notable was the high number of requests for books in foreign languages, with Spanish and French predominating. There were also requests for books in large type.

Examination of specific requests on individual forms revealed several requests for books on real estate and management.

Other topics and specific books or authors included: loan practices; securities practices; banking; books by Freud, Brenner, Masterson; books about Anne Boleyn and Napoleon Bonaparte; Animal Farm; Schopenhauer's The World As Will and Idea; Nietzsche's Thus Spake Zarathustra; works by Voltaire and Spinoza; Nietzsche's Beyond Good and Evil and Genealogy of Morals; Herman Hesse's Steppenwolf and Demian; books of poetry (by one who writes poetry himself); Stranger in a Strange Land, by Robert Heinlin; The Great Beast, by Aleister Crowley; Siddhartha, by Herman Hesse; and books on art, drafting and card games.

Notes on Conversations September 4

Large print books. Mr. Donahugh mentioned that Project Outreach has a standing order with G.K. Hall for all books produced by Hall. He also mentioned that the Keith Jennison books are not purchased in this way because they have too many classics among the titles and these are of little interest to the readers served by Project Outreach, most of whom are elderly and looking for light recreation rather than education.

Model Cities. Mr. Donahugh mentioned that Model Cities would be phased out and replaced by a Community Centers program to be housed in a new central building. Conversations were being held about the possibility of including some library materials and services in the new building.

Services Outside Mahoning County. The question arose whether any library materials purchased for Project Outreach could be used to meet requests outside Mahoning County or whether the terms of the Federal grant are such that they must be used strictly

for the target groups within Mahoning County. Specifically, the question was asked whether large print books purchased for Project Outreach might be included on future union lists of large print books compiled by NOLA libraries on request. A subsidiary question was whether this might be appropriate after a time interval (one year, two years) following purchase. (Subsequent checking with the State Library indicated that these books should be used for the specific target groups for which they were purchased, at least as long as the project is Federally funded.)

The next visit took place on September 19, 1974. In the morning, the evaluator went out on the van and interviewed the following recipients of services from Project Outreach in their homes:

Name	Situation	Began Receiving Service
Miss Patty McCoskey	Bedridden	Oct. 18, 1971
Mrs. Rose Butler	Partially Crippled	Sept. 3, 1971
Mr. Henry Johnson	Senior Citizen	Sept. 7, 1971
Mrs. Ernestine Wagner	Multiple Sclerosis	About 2 years ago
Mrs. Rosemary Loree	MS Wheelchair	About 2 years ago

Recipients indicated great appreciation for the service, both in terms of the friendliness and helpfulness of the staff. It was clear that these monthly visits were eagerly awaited for both reasons. Details of these interviews may be found on the enclosed casette tape.

In the afternoon, there was an interview with Mr. Edward Werden, Executive Director, Youngstown Society for the Blind and Handicapped. Mr. Werden indicated that the blind constitute his

prime target group, with some attention to others who are handicapped or disabled. He described his service area as the state planning and service region of Ashtabula, Trumbull, Mahoning and Columbiana Counties, indicating that most activity was taking place in Youngstown and Warren, with some expansion in other areas planned after January 1, 1975. He indicated that about 400 visually handicapped and blind people in Youngstown and Mahoning County were known to the Society. These were people with sufficiently severe visual problems to require some special help, such as a magnifier, or talking books. He indicated that a complete census had not yet been done. Individuals may apply for help, but the majority are referred to the Society by other agencies or by families.

Mr. Werden indicated that the services of the Society and those of Project Outreach complement one another and that there is very little, if any, duplication. He reported that he works closely with Project Outreach and makes referrals when appropriate. He described the relationship between the Society and Project Outreach in five areas:

1. Large print books. Project Outreach has a much larger and better collection than the Society;
2. Cassette players. Project Outreach has these, but the Society does not;
3. Home delivery of books; Project Outreach provides this service and the Society does not;
4. Talking Books. Machines and repair services are provided by the Society. Project Outreach has a few machines and brings them to the Society when in need of repair.

Talking Books themselves are furnished by the Cleveland Public Library.

5. Braille. The Society has some material, but most comes from the Cleveland Public Library.

Mr. Werden mentioned working closely with Project Outreach and the Public Library of Youngstown and Mahoning County on a summer reading program for visually handicapped students. The program would not have been possible without close library cooperation.

Mr. Werden indicated that both he and the staff of Project Outreach are in frequent communication about referrals and programming. If Project Outreach were not continued, the resulting service gap would place a severe strain on other agencies in the community and many people would be deprived of valuable services which other agencies are not well equipped to meet.

Services to the blind and visually handicapped are an important part of Project Outreach. In a letter dated October 10, 1974, Elfreda Chatman gave the following breakdown of the numbers of patrons served:

Large print book patrons	61
Cassette patrons	26
Talking Book patrons	17
Total	104

This total represented 23% of the 450 patrons being serviced by Project Outreach in the fall of 1974.

From interviews and examination of records, it was learned that the Cleveland Public Library notifies Project Outreach when

a new Talking Books patron is about to receive service. Project Outreach does a follow-up visit to assist with any mechanical problems, gather information on reading interests and otherwise advise Cleveland how to individualize this service. If Cleveland encounters a problem (e.g., mail returned), Project Outreach is contacted, does a follow-up and makes a report.

Questionnaires to agencies participating in Project Outreach were mailed in October and those to non-participating agencies in November. Questionnaires to the Library staff were distributed as a special supplement to the November Staff Bulletin. Questionnaires to the staff of Project Outreach were distributed in December. In January and February of 1975, data from annual reports for 1974 were requested and received from the Library.

A log of hours spent gathering information and evaluating the Project is attached as Appendix I.

V. REPORT ON QUESTIONNAIRES

A. Questionnaire to Participating Agencies

A list of 64 agencies was supplied by the Director of Project Outreach. Questionnaires were mailed to these agencies in mid-October with a suggested return date of November 1. When tabulated in early December, it was found that 36 replies had been received. One response indicated that the agency did not participate in Project Outreach. This left 35 usable responses out of a potential total of 63, a return rate of 55.6%.

The first question pertained to size of the agency or organization. Five returns did not include this information. One of the 29 agencies/organizations which reported on staff size,

15 (51.7%) had 10 or fewer staff members, while 8 (27.6%) had between 11 and 25 staff and only 6 (20.7%) had more than 25 staff. Only 23 agencies/organizations gave specific figures on number of clients/members. Of these, 8 (34.8%) served fewer than 100, 9 (39.1%) served between 101 and 500, 2 (8.7%) served between 501 and 1,000, and 4 (17.4%) served over 1,000. The general profile which emerges is that of an agency/organization with 25 or fewer staff serving 500 or fewer clients/members.

The second question dealt with types of clients served. Categories selected for mention were chosen in the light of the stated objectives of Project Outreach, but space was provided for "Other" and respondents were asked to be specific. Several respondents checked more than one category. Thus, the total number of responses was 76. The following pattern emerged from the categories on the questionnaire:

Rank Order	Category	No.	Per Cent of Respondents	Per Cent of Replies
1	Economically Disadvantaged	15	42.9%	19.7%
2	Educationally Disadvantaged	12	34.3%	15.8%
	Senior Citizen	12	34.3%	15.8%
3	Institutionalized	10	28.6%	13.2%
4	Physically Handicapped	8	22.9%	10.5%
5	Homebound	4	11.4%	5.3%

The "Other" category drew 15 replies (42.9% of respondents, 19.7% of replies) were scattered over a wide variety of client groups, such as Cub Scouts, youth, emotionally disturbed, mentally ill, homeless, hospital waiting room, poverty and welfare recipients, church, visually handicapped, and persons in need of nursing care.

One respondent did not specify any categories and this portion of the questionnaire was not counted in the tabulation. The replies to this question clearly show that the agencies/organizations participating in Project Outreach are serving target groups similar to those identified by Project Outreach in its statement of purpose.

Question 3 asked how the agency/organization became involved with Project Outreach. Most respondents checked only one item, but a few checked more than one. The total number of responses was 42. The following pattern emerged:

Rank Order	Category	No.	Per Cent of Respondents	Per Cent of Replies
1	Contacted by Project Staff	21	60 %	50 %
2	Word of Mouth	9	25.7%	21.4%
3	Meeting of Another Group	3	8.6%	7.1%
4	Received Flyer from Library	2	5.7%	4.8%
	Saw TV News Story	2	5.7%	4.8%
5	Saw Newspaper Story	1	2.9%	2.4%
6	Heard on Radio	0	-	-

There were 4 responses (11.4% of respondents, 9.5% of replies) in the "Other" category: former director of home; from Paul Pinder, Ohio Department of Health in Columbus; interested member of OPM suggested contact with Project Outreach through Library; mutual contact between Library and Project Outreach. Two of the three who became involved through meetings of other groups specified the Neighborhood Youth Corps and the Spanish-American Institute. It is evident that contact by Project staff was by far the most important method of involving participants in Project Outreach. The only other method of real significance was word of mouth. In both cases, the importance of direct, person-to-person contact is emphasized.

Question 4 dealt with length of time each agency/organization had been participating in Project Outreach. By far the largest group (18 or 51.7%) had been participating for over 2 years. The second largest group (9 or 25.7%) had been involved for 1 to 2 years and the smallest group (8 or 22.9%) for less than a year.

Question 5 dealt with ways in which the agencies/organizations might participate. The possible responses ranged from a relatively passive receipt of services offered to a highly active involvement on a continuous basis. Once again, some checked more than one response. The total came to 42. A substantial majority of these responses (28 or 66.6%) of these were "Receive services offered. No part in planning." Two respondents crossed out or modified the last phrase. Next highest response (6 or 14.3%) was "Suggest names of individuals needing home delivery of books." A smaller number (4 or 9.5%) checked "Suggest services to Project Director." No one checked "Serve on Project Outreach Committees." This served as one kind of cross check on the accuracy of the replies since there are NO such committees. The replies in the "Other" category (4 or 9.5%) could be analyzed in terms of specific services enumerated in question 7. Replies to question 5 indicate a potential weakness in Project Outreach--lack of a formal mechanism for systematic and continuous input from the constituencies served. An active, involved advisory committee could play a very useful role.

Question 6 dealt with frequency of contact with the staff of Project Outreach. The largest group of respondents (18 or 51.4%) reported that they are in touch 3 or 4 times a year. The next largest group (8 or 22.9%) reported monthly contacts. Smaller numbers reported once a year (4 or 11.4%) and weekly (3 or 8.6%).

One reported 5 to 8 contacts per year and another reported being in touch twice a month. No one reported daily contact.

Question 7 dealt with materials or services received from Project Outreach. Multiple responses were possible and there were 82 checked responses from the 35 agencies for the 10 items on the list, plus three comments (reported separately below) in the "Other" category. The following pattern emerged:

Rank Order	Category	No. of Agencies	Per Cent of Respondents	Per Cent of Replies
1	Paperback books	28	80%	32.93%
2	Hardcover books	15	42.9	17.7
3	Films and film equipment	11	31.4	12.9
4	Books with large print	8	22.8	9.4
5	Pamphlets	7	20.	8.2
6	Magazines	5	14.3	5.9
7	Film Programs (Library staff)	3	8.6	3.5
	Talks by Library staff	3	8.6	3.5
8	Talking books	2	5.7	2.4
9	Cassettes and players	0	0	

Brief descriptions in the "other" category were "educational and recreational consultation" and "magnifying line readers." A more extended description was given by Bennett School:

> Bennett School in addition to its regular classes has four (4) orthopedic classes.
>
> In March of 1973 we opened our school library on a full time basis. For some of our orthopedic children this was the first time they were able to check out library books to take home. That fall when we resumed services, some of them told us that they missed having books during the summer months. We therefore contacted Outreach about these children.

As the program now stands, Outreach brings to the school between 90 to 100 books. These are divided between the four classes for use in the classroom during the school year in addition to the school library services. Then during the summer months that school is not open, Outreach takes books to those children who are unable to go to the public library or its branches.

Question 8 asked how much the library materials were being used. Heavy use was reported by 19 (54.3%), moderate use by 11 (31.4%), light use by 4 (11.4%) and no use by 1 (2.9%). One respondent added a note indicating that paperbacks were heavily used whereas hardcover books received only light use.

Question 9 asked respondents to rate the services received. "Very helpful" was the rating from 30 agencies (85.7%) with "moderately helpful" from 4 (11.4%) and "not helpful" from 1 (2.9%).

Question 10 asked which services were most useful. Four respondents said "all." This, in itself, was not a usable response. The answers to question 7 were checked to see which services these agencies were receiving and the results were tabulated accordingly. Seven agencies did not reply. Four others noted that paperbacks were the only service received. Multiple responses were possible and the 28 agencies which did respond gave 36 replies in 6 categories:

Rank Order	Category	Number	Per Cent
1	Paperback books	17	47.2
2	Films and film equipment	8	22.2
3	Large print books	4	11.1
	Hardcover books	4	11.1
4	Pamphlets	2	5.6
5	Magazines	1	2.8

There were some individual supplementary comments which could not be tabulated: delivery of materials; children's books and homemaking books; craft, fiction; books for students to use; new paperback self-help books; assistance by staff in visiting the jail and filling book requests from inmates.

Question 11 asked if there were any new services or improvements to suggest. There was no reply from 8 (22.9%) and another 16 (45.7%) had no suggestions to make, often indicating by brief comments a high level of satisfaction with services presently received. The remaining 11 (31.4%) had the following specific suggestions:

1. A larger selection of large print books (McGuffy Mall Branch Library).
2. Advertise more about the movies (Little Forest Medical Center).
3. More books for children and young adults--also on home improvement, hobbies and crafts (Brier Hill Center).
4. Larger turnover--magazines--large print (SCAL Human Resource Center).
5. We are very interested in movies and would like suggestions on obtaining same (Vasu Manor).
6. Larger staff for more frequent deliveries (Park Vista).
7. Books with large print for older people (Western Mahoning County Community Action Council).
8. Closer contact by Project Outreach staff with agency re services needed (Visiting Nurses Association).
9. Pamphlets--magazines--cassettes (Mahoning County Drug Program, Outpatient Clinic).
10. Perhaps more magazines (black and white) with lots of pictures and concerning popular well-known people. Also comic books. Because of the nature of the Receiving Home, we have children who may not be able to enjoy a full-length book. Materials should probably be easily read, with many pictures (comic books or that type of format for younger children, specific interest items such as athletic magazines, car magazines, fashion or movie star type magazines). Short selections (good short stories, amply illustrated) might arouse and hold the children's attention and encourage them to read for pleasure. Forget anything that smacks of school, classic, etc. Let them search that out if we have a child with that bent (Children's Services Board, Mahoning Co. Receiving Home).
11. Consumer education materials (Youngstown Consumer Protection)

Question 12 dealt with continuation of Project Outreach. Of the 35 agencies, 34 (97.1%) answered "yes." None answered "no" and the agency which checked "not sure" added the phrase "for us." The following comments were added:

1. Project Outreach has been most helpful to us. We have been most pleased with the services. I am sure we will be happy with the movies. The residents and patients are anxious to get started (Little Forest Medical Center).
2. Thank you again (Youngstown Hospital Guild).
3. We appreciate this service! (Mahoning Co. Drug Program).
4. I repeat we are very interested in the increase of our library service to the community. We appreciate it if you can help us with books. Thanks a lot. (Spanish SDA Church).
5. Keep up the good work in supplying books (Youngstown Police Department).

B. Agencies/Organizations Not Participating in Project Outreach

For a list of agencies active in the community but not participating in Project Outreach, A.I.D.: Agency Information Directory (2nd ed. Public Library of Youngstown and Mahoning County, 1974) was consulted. The directory listed 244 organizations. After eliminating those already participating in Project Outreach and some that were branches of parent organizations with headquarters in Youngstown or Mahoning County, as well as the Public Library itself, the number of agencies selected to receive the questionnaire for non-participants totalled 200. (This figure was higher than might have been expected because some organizations participating in Project Outreach were not listed in the directory.)

Four (4) questionnaires were returned by the post Office as undeliverable (Animal Charity League, American Field Service, Northeastern Ohio Aviation Council, and Renee's School of Cosmetology). One agency returned the cover letter but not the

questionnaire. Another (Goodwill Industries) indicated that it already participates in Project Outreach and desires continued participation. (A recheck of the list of participating agencies failed to show the name, and the response was forwarded to Project Outreach for follow up.) Elimination of these left 116 usable replies--a response rate of 58%.

Question 1 asked whether the recipient had heard of Project Outreach before receiving the questionnaire. An affirmative response was given by 73 (62.9%) and a negative one by 43 (37.1%). Each group of replies was then tabulated and analyzed separately.

Question 2 asked in what ways the respondent had heard about Project Outreach. Multiple responses were possible and 175 replies were received from the 73 agencies which answered "yes" to question 1. The pattern of response was as follows:

Rank Order	Category	Number	Per Cent of Respondents	Per Cent of Replies
1	Newspapers	36	49.3	20.6
	Flyer from Library	36	49.3	20.6
2	Word of mouth	27	37.0	15.4
3	Radio	17	23.3	9.7
	TV	17	23.3	9.7
	Sign on van	17	23.3	9.7
4	Other	15	20.5	8.6
5	Meeting	10	13.7	5.7

The following 15 different responses were given in the "other" category: direct correspondence; member works for Project; personal inquiry; a program; a vague awareness; actual involvement;

oral history--from YSU history professor; staff member worked closely with BOOKS/JOBS; interviewed Project staff on radio station; husband (paralyzed) recipient of books; Governor's Conference on Libraries; books were brought to Center; Heard about outreach from a librarian at Cincinnati and suggested it to the Youngstown Library; sign at Library; contact with Library personnel.

Question 3 asked what services the recipients had heard about. Multiple responses were possible and the total was 209. The pattern of distribution was as follows:

Rank Order	Category	Number	Per Cent of Respondents	Per Cent of Replies
1	Home delivery of books	47	64.4	22.5
2	Paperback books	35	47.9	16.7
3	Talking books	33	42.2	15.8
4	Books with large print	29	39.7	13.9
5	Cassettes and players	20	27.4	9.6
6	Films and film equipment	17	23.3	8.1
7	Talks by Project staff	16	21.9	7.7
8	Other	7	9.6	3.3
9	Oral History Program	5	6.8	2.4

Most of the responses in the "other" category were vague phrases like "general description of services," "none specific," or "not sure." The only specific response was "visibility of movile van."

Question 4 asked respondents, based on what they had heard, to indicate how well the program was received. The distribution of the 73 replies was as follows:

Rank Order	Category	Number	Per Cent
1	Unable to judge	32	43.8
2	Very well received	20	27.4
3	Not generally known	13	17.8
4	Moderately well received	5	6.8
5	No reply	2	2.8
6	Not applicable	1	1.4
7	Not well received	0	0

Question 5 asked respondents, based on what they had heard, to indicate whether or not the Project should be continued after 1974. There were 52 (71.2%) who said "yes" and 19 (26%) who said "not sure." Two did not answer the question (2.8%). No one said "no."

Question 6 asked if the respondents would like to know more about Project Outreach. There were 56 (76.7%) who said "yes," only 7 (9.6%) who said "no," and 10 (13.7%) who did not reply. The names and adresses of those desiring further information were forwarded to Project Outreach.

Question 7 asked if the agency/organization might be interested in participation in Project Outreach. There were 31 agencies which indicated such an affirmative possibility (42.5%), 14 which said "no" (19.2%), 26 which were not sure (35.6%) and 2 which did not answer this question (2.7%). The following comments were added:

1. We have passed out forms to parents of children with handicaps and many have received talking book service. (Section for Physically Handicapped, Youngstown Board of Education).
2. Indirectly we have. When our member who works for the Project receives inquiries for materials on reading or

learning difficulties we supply materials and information to supplement what the Library has. (Youngstown Area Association for Children with Learning Disabilities).

3. If they can serve children. We have made other word of mouth referrals. (Home School Visitation Program, Youngstown Public Schools).
4. Already made contact to use services. (Mahoning County Board of Health).
5. I cannot foresee where it would fit into our organization except to refer special needs. Possibly some of the services with which I am not familiar. (CCM Free Clinic).

Tabulation of the 43 returns from agencies/organizations which had not heard of Project Outreach revealed a slight flaw in the design of the questionnaire. The instructions after question 1 should have read: "If the answer is 'yes,' please answer all questions. If the answer is 'no,' please OMIT questions 2-5." Lack of this degree of explicitness caused 10 respondents (23.3%) to attempt to answer questions 2-5. As might be expected, most of these responses were "unable to judge" or "not sure" and so the decision was made not to county any of these.

Question 6 asked whether the agency/organization would like to know more about Project Outreach. There were 28 affirmative replies (65%), 3 negative (7%) and 12 questionnaires left blank (27.9%). One comment was added: "Since receiving this questionnaire I have made inquiries and think that this program is very commendable." A list of those wishing to know more was sent to Project Outreach.

Question 7 dealt with possible participation in Project Outreach. There were only 3 positive replies (7%), 2 negative (4.6%) and 8 left blank (18.6%), whereas 30 (69.8%) indicated uncertainty.

C. LIBRARY STAFF QUESTIONNAIRE

It was believed that staff awareness (or lack thereof) would be a significant factor in evaluating the impact of Project Outreach. Accordingly, a cover letter and questionnaire were prepared and distributed to full-time and part-time staff by means of a color-coded supplement attached to the November, 1974 Staff Bulletin. Excluding the staff of Project Outreach (who received a special questionnaire), the number of full-time and part-time staff from whom a response was requested was 181 (figure furnished by Project Outreach and later confirmed as reasonable by checking with the Library Administration). Replies were collected by the Library and forwarded to the evaluator in a group. There were 87 questionnaires completed by the staff--a lower rate of return (48%) than that from community agencies participating in Project Outreach (55.6%) or community agencies not participating (58%).

Question 1 asked in what ways the staff member had become acquainted with, or involved in, Project Outreach. There were two who did not respond. The other 85 gave a total of 405 replies distributed as follows:

Rank Order	Category	No.	Per Cent of Respondents	Per Cent of Replies
1	Staff Bulletin	74	87.0	18.3
2	Staff meetings	50	58.8	12.4
3	Word of mouth	47	55.3	11.6
4	Project flyers, brochures	45	52.9	11.1
5	Showing Project-sponsored films	42	49.4	10.4
6	Newspapers	37	43.5	9.1
	Personal visit	37	43.5	9.1
7	T.V.	24	28.2	5.9
8	Radio	22	25.9	5.4
9	OLA Bulletin	16	18.8	4.0
10	Other	11	12.9	2.7

The "other" category contained a variety of responses. Two had learned about the Project from patrons. The other replies were:

1. Help publicize all of the above;
2. They brought books to my brother;
3. My dept. orders and processes books for the Project, helps train personnel, etc.;
4. My mother is a Project Outreach patron;
5. As Personnel Director, I am involved with Project Outreach and its staff;
6. Clerical workshop-film shown on Project Outreach;
7. Did photographic work for Project Outreach;
8. Work in West Branch, where Project is housed;
9. I helped write the Project.

Question 2 asked what materials and services the respondents had heard about. All 87 replied, 513 responses, as follows:

Rank Order	Category	Number	Per Cent of Respondents	Per Cent of Replies
1	Home delivery of books	86	98.8	16.8
2	Books with large print	73	83.9	14.2
3	Films and film equipment	72	82.8	14.0
4	Paperback books	63	72.4	12.3
	Cassettes and players	63	72.4	12.3
5	Talks by Project staff	58	66.7	11.3
6	Talking books	56	64.4	10.9
7	Oral History Program	39	44.8	7.6
8	Other	3	3.5	.6

Comments in the "other" category were as follows:

1. Book collections at neighborhood centers and homes for the aged;
2. Special aides to the blind;
3. Personal visits.

Question 3 asked each respondent, based on what had been heard from patrons, to indicate how well the services and materials of Project Outreach were known to users of that particular branch or unit at Main. The distribution of the 87 questionnaire returns was as follows:

Rank Order	Category	Number	Per Cent
1	Moderately well known	35	40.2
2	Unable to judge	26	29.9
3	Not well known	7	17.2
4	Very well known	7	8.1
5	No answer	4	4.6

Question 4 asked how well the Project was received by colleagues in the respondent's branch or unit at Main. The 87 questionnaire returns were distributed as follows:

Rank Order	Category	Number	Per Cent
1	Very well received	39	44.8
2	Moderately well received	22	25.3
3	Unable to judge	20	23.0
4	No answer	6	6.9
5	Not well received	0	-

Question 5 asked each respondent for a personal opinion of Project Outreach. The 87 replies were as follows:

Rank Order	Category	Number	Per Cent
1	Very valuable	69	79.3
2	Moderately valuable	15	17.2
3	No opinion	2	2.3
4	No answer	1	1.2
5	Not valuable	0	-

Question 6 asked if the Project should be continued beyond 1974. The distribution of the 87 replies was as follows:

Rank Order	Category	Number	Per Cent
1	Yes, if other programs also maintained	61	70.1
2	Yes, even if other programs cutback	14	16.1
3	Yes, but only if federal funds available	8	9.2
4	No answer	4	4.6
5	No, Library has better uses for money	0	-

There was one added comment: "It is impossible to choose between two alternatives when only one of them is known."

Question 7 asked what Project Outreach should do if demands for its services were to increase. The 87 replies were distributed as follows:

Rank Order	Category	Number	Per Cent
1	Expand, with more staff, materials, vans and larger quarters	59	67.8
2	Stay at present size, but shift role to backup services and transfer most direct patron services to branches and Main	15	17.2
3	No answer	5	5.7
4	Stay at present size and decline to offer new services or services to new groups	4	4.6
5	Expand, with staff decentralized at branches and Main	3	3.5
6	Other	1	1.2

The following comments were added:

1. Depends on available funding--3 respondents;
2. I don't know much about Project Outreach but imagine it is a big help to senior citizens and shut-ins. If so, I hope it can continue;
3. Am not well enough informed to judge;
4. I feel they could do more services but keep at present size and location. They might need another van.

The first part of question 8 asked about ways in which Project Outreach, neighborhood branches and Main could cooperate in giving better community service. There were 16 questionnaires on which this question was left blank, leaving 71 as the actual number of respondents. Multiple responses were possible and these totalled 159, distributed as follows:

Rank Order	Category	No.	Per Cent of Respondents	Per Cent of Replies
1	Branch and Main staff share in locating individuals in each neighborhood who need home delivery of library materials	43	60.6	27.0
2	Branch and Main circulation of books with large print	34	47.9	21.4
3	Branch and Main programming with use of films, filmstrips and slides	30	42.3	18.9
4	Branch and Main staff share in identifying and contacting new (i.e., non-participating) agencies in immediate neighborhoods	29	40.8	18.2
5	Branch and Main handle distribution of paperback books to agencies in immediate neighborhoods	9	12.7	5.7
6	Branch and main circulation of cassettes and players	6	8.5	3.8
7	Branch and Main circulation of films and equipment	5	7.0	3.1
8	Branch and Main home delivery of library materials in immediate neighborhoods	3	4.2	1.9

The second part of question 8 asked whether the respondents were presently performing any of these services and, if so, which ones. There were 18 who did not reply. Of the 69 who did, 33 (47.8%) said "yes," and 36 (52.2%) said "no." The following services received more than one response:

Rank Order	Category	No.	Per Cent of "Yes" Respondents	Per Cent of All Respondents
1	Film programming	22	66.7	31.9
2	Large print books	12	36.4	17.4
3	Identifying individuals	10	30.3	14.5
4	Identifying agencies	6	18.2	8.7
5	Patron referrals	2	6.1	2.9

Tabulation and analysis of replies to question 9 were hampered by a deficiency in the design of the questionnaire. Two items of information were being requested--position in the Library and whether full or part time. Unfortunately the format did not make this clear and only 37 respondents checked both items. In another 15 cases, it was reasonably clear that the positions were full time, but that still left 35 returns incomplete--an unacceptably high number. Of these, 23 indicated type of position but not whether full or part time. The other 12 indicated full or part time, but not type of position. It was concluded that the best way to salvage some useful information would be to tabulate by type of position and discard the 12 responses that merely indicated full or part time. This left 75 usable replies which were distributed as follows:

Rank Order	Category	Number	Per Cent
1	Other staff at branch	20	26.7
2	Head of branch	15	20.0
3	Librarian in branch	12	16.0
	Librarian at Main	12	16.0
4	Other staff at Main	10	13.4
5	Head of department at Main	4	5.3
6	Assistant Director	1	1.3
	Director of Public Relations	1	1.3

No attempt was made to relate these figures to numbers of staff in these various categories. At the very least, it may be stated that no category is unrepresented, though some may be under-represented. The returns appear to have come from a reasonably broad cross section of the staff.

D. QUESTIONNAIRE TO STAFF OF PROJECT OUTREACH (YO-MAH-CO-CO)

A special questionnaire was prepared and distributed to the staff of Project Outreach. Part A was an adaptation of the general staff questionnaire and Part B sought to probe attitudes of the staff on a variety of topics. All 5 full-time staff members (excluding the Director) returned copies of the questionnaire directly to the evaluator.

Part A

Question 1 inquired how the staff had first learned of Project Outreach. One respondent indicated a variety of ways (heard on radio, saw program on TV, flyer from Library, word of mouth, working in Main Library when Project began). Another learned by word of mouth. The remaining three were contacted by the Library Personnel Office.

Question 2 asked "with what services of Project Outreach do you help?" All 5 respondents indicated that they were involved with all of the services listed except giving talks (checked by only 3). Additional services noted by individual respondents were: Oral History Program; auto mechanic and janitor.

All 5 indicated that, if demand for its services were to increase, Project Outreach should expand, with more staff, materials, vans and larger quarters. (Two underlined larger quarters.)

On the subject of cooperation between Project Outreach, branches and Main, all 5 thought branches and Main staff could share in identifying and contacting new (i.e., non-participating) agencies in immediate neighborhoods. All 5 also thought branch and Main staff could share in locating individuals in each neighborhood who need home delivery of library materials and 4 thought that branches and Main could cooperate through use of films, filmstrips and slides in programming.

Four of the five respondents had been with Project Outreach less than a year. The other respondent's period of service was over three years. Rapid turnover of personnel has been a serious problem in the recent past.

Part B

Part B consisted of a series of statements with which the respondents could indicate varying shades of agreement or disagreement. The results are shown on the next page..

Form IV

Questionnaire to Staff of Project Outreach (Yo-Mah-Co-Co)

Part B

Instructions: For each statement, please check the column which best shows how much you agree or disagree with it.

Statements	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1. My work is very meaningful and personally satisfying	4	1			
2. My work is appreciated and recognized by my supervisor	4	1			
3. My work is appreciated and recognized by the Library Administration	2		2		1
4. My work is appreciated and recognized by other staff (Project Outreach)	3	2			
5. My work is appreciated and recognized by other staff (branches and Main)			1	4	
6. My special skills (chauffeur's license, AV, etc.) are a source of pride and satisfaction to me	2	2	1		
7. My special skills (chauffeur's license, AV, etc.) are recognized and rewarded by my supervisor	4		1		
8. My special skills (chauffeur's license, AV, etc.) are recognized and rewarded by the Library Administration	2		1	1	1
9. My special skills (chauffeur's license, AV, etc.) are known to, and appreciated by, other staff at Main and branches		1	1	3	
10. My co-workers at Project Outreach are:					
a. Enthusiastic	5				
b. Efficient	4	1			
11. My supervisor is:					
a. Enthusiastic	5				
b. Inspiring	5				
c. Capable	5				
12. My salary is					
a. Good			1	1	3
b. Low, but other rewards are more important	1	1		3	

One respondent added the comment: "Conditions of office and work areas are uncomfortable, depressing and inadequate."

The picture which emerges is that of a group with a sense of mission, engaged in work that is meaningful and personally satisfying. There is a feeling that one's work and special skills are appreciated by supervisor and colleagues at Project Outreach, but some doubt that this is true of the Library Administration and general belief that this not the case with other staff at Main and branches. There is intense loyalty to supervisor and co-workers. There is general agreement that salaries are too low and some agreement that even very meaningful work is not of itself sufficient to overcome the monetary lack.

VI. SUPPLEMENTARY DATA

The Oral History Project got underway in the fall of 1974. By the end of the year, 15 cassette tapes had been made from interviews with 13 individuals. Planned to cover the period from 1860 through 1945, the interviews were sharpened in focus through preparation of the time line included as part of this report.

The cassette tape which accompanies this report includes excerpts from interviews with four patrons of Project Outreach as conducted by Miss Debra Griffith, Librarian:

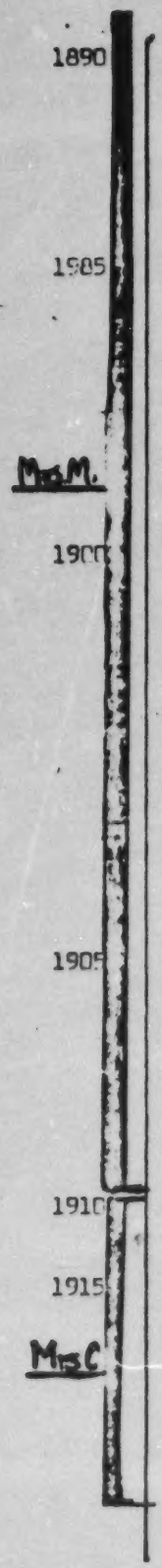
SIDE ONE

covers time period 1926	I.	Mrs. H., 74 years old came to Youngstown from Pennsylvania in August, 1922, to be a telephone operator. (3 min.)
covers time period from 1922 to 1935	II.	Mrs. W., 76 years old, came to Youngstown from Georgia in April, 1922. Mrs. W. gives a bit of local history from the viewpoint of a Black woman. (15 min.)
covers time period from 1910 to 1918	III.	Mrs. C., 89 years old, came to Youngstown in approximately 1910, from Coschocton, Ohio. (12. min.)
covers time period from 1872 to 1910	IV.	Mrs. M., 78 years old, was born in Youngstown and lived most of her life in Youngstown. Her mother was born in Youngstown in 1872, and her father came to Youngstown from England in 1888. (15 min.)

SIDE TWO

	IV.	Mrs. M., continued. (10 min.)

TIME SCALE COVERING EVENTS OF YOUNGSTOWN & MAHONING COUNTY



1890 Volney Rogers preserves Mill Creek Park

1891 Girls strike at Youngstown Stamp works

1893 New York - Penn. League of Baseball

Depression 1983 - 1897

1894 Mahoning Pleasure Boat Co.

1895 First Bessemer Steel in the valley poured

1896 Wm. Jennings Bryan [illegible]ke in Central Square during Presidential Campaign

1897 Bicycle races

1898 Spanish - American War

1899 P.T. Barnum, Annie Oakley, Buffalo Bill appearence in Youngstown

1900 Boer War

Small pox enidemic

Brought Gen Logan's body home

First home mail deliveries

Youngstown and Sharon Electric R.R. Co.

1901 McKinley assinated, T. Roosevelt succeeds

1902 Youngstown Humane Society - treatment of horses

1903 Wright Bros.

1904 First woman motor vehicle driver in Youngstown

1905

1906 San Francisco earthquake, Titanic sinks

1907 First nickelodeums

1908 First Sunday baseball game in Youngstown - fined $1.00

Homecoming for "general prosperity of Youngstown"

1910 Billy Sunday speaks in Youngstown

1913 Big flood

1915 Opening of Hippodrome

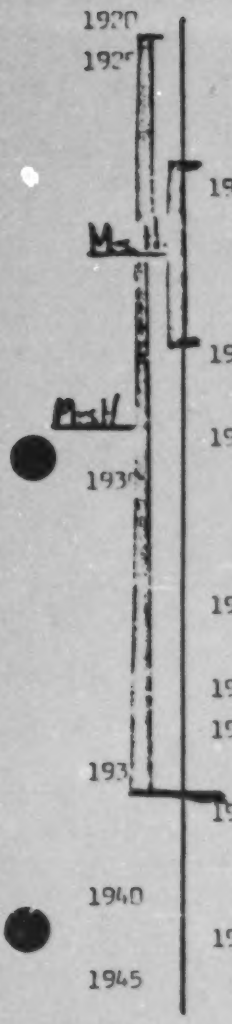
1916 Horse-racing on Southern Park and Mahoning Ave.

1917 Mike Gibbons - George Chip box fight at Wright Field

1918 World War I - Celebrate end of war in Control Square

1919 18th Amendment - Prohibition

Riot at Campbell Steel Works.



1920 Women's Suffrage - 19th Amendment

192[illegible] Earthquake tremors felt in Youngstown

Scopes trial

Teapot Dome Trial

1926 Palace Theatre opening - Garbo in "Torrent"

Stambaugh Auditorium - Will Rogers

First transatlantic telephone call from Youngstown to London

1927 Lindbergh flight N.Y. to Paris - flew over Youngstown and dropped note

1929 Stock market crash

193[illegible] Big Band Era - Glenn Miller, Paul Whiteman, Dorseys, Frank Sinatra all performed here

Drought for 200 days

1931 Warner Theatre Opening - Hollywood Spectacle

All but 3 banks close in Youngstown

1932 Great Depression

1933 21st Amendment - repealed Prohibition

193[illegible]

1938 Celebrate 150 years - Northwest Territory Caravan Pageant

1940

1941 World War II

1945 Hiroshima

Circulation figures were supplied by the Library for 1973 and 1974. Analysis of these figures revealed that circulation of materials by Project Outreach in 1973 was 23,846. This was 1.7% of the total Library circulation of 1,406,505. In 1974, circulation by Project Outreach had risen to 37,167--a gain of 13,321 or 55.8%. By comparison, total Library circulation had risen to 1,446,349--a gain of 39,844 or 2.8%. The gain by Project Outreach raised its proportion of total circulation to 2.5%.

Some very rough and approximate efforts were made to examine costs. The budget for Project Outreach for the period from July 1, 1972 to June 30, 1973 was $74,000. Half of this amount ($37,000) was arbitrarily selected as a reasonable estimate of costs for the period from January 1, 1973 to June 30, 1973. To this figure was added the budget for the six month period from July 1 to December 31, 1973 ($35,472) for a total of $72,472 for calendar year 1973.

The total Library operating expenditures for calendar year 1973 as reported in the Ohio Directory of Libraries 1974 (p. 67) were $1,531,280. Project Outreach constituted 4.7% of these expenditures.

The 1974 budget for Project Outreach was $89,317. The total library operating expenditures for 1974 as reported on the State Library forms (for publication in Ohio Directory of Libraries 1975) were $1,701,579. Project Outreach accounted for 5.2% of this total.

The next stage in the calculations should be interpreted with extreme caution and recognized as a very approximate and inadequate yardstick. It was thought desirable to measure, however roughly, the relative costs of some unit of output for Project

Outreach and for the Library as a whole. Circulation was chosen as the most readily available output. In each case, all costs were charged to circulation. Of course, it is recognized that both Project Outreach and the Library have many outputs other than recorded circulations. But in the absence of more definitive measures of data on true circulation costs, it was thought that some information on relative costs would be of value.

In 1973, the "cost per circulation" from Project Outreach was $3.04 compared with $1.09 for the Library as a whole. In 1974, the figure for Project Outreach had declined to $2.40 while that for the Library as a whole had risen to $1.18. In other words, the "cost per circulation" from Project Outreach decreased by 21% while the comparable cost for the Library as a whole increased by 8.3%.

Supplementary information is provided in the following table compiled from the quarterly narrative reports:

Category	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total
Circulation	10,612	7,972	9,635	8,948	37,167
Requests filled at Main and branches	53	151	106	68	378
New patrons gained	24	21	12	11	68
Hardback and/or large print books placed in nursing homes	279	403	447	207	1,336
Paperbacks placed in agencies	3,349	2,354	3,490	2,874	12,067
Cassette circulation	479	508	462	467	1,916
Talking Book circulation	-	41	-	66	107
Movie showings	11	72	96	62	241
Attendance	794	1,675	3,432	4,289	10,190
Slide showings	3	2	-	5	10
Attendance	205	134	-	547	886

Attendance at movie and slide showings registered substantial gains during the year. Other activities either levelled off or declined in the final quarter. The only one which registered a steady decline quarter by quarter was the number of new patrons gained.

This decline in number of new patrons gained may be an early warning signal of trouble ahead. In recent years, the grand total of patrons serviced by Project Outreach has remained relatively constant at around 450. A constant influx of new patrons is needed to replace those who die or move away. In a letter dated October 10, 1974 Miss Chatman indicated that the number of contacts had increased from 540 in December, 1973 to 963 in September, 1974. This increase in number of contacts is a welcome development and may result in an increase in the number of new patrons. The situation will require careful monitoring.

Comparisons with earlier years proved difficult because of variations in the kinds of statistics kept. The pattern developed in 1974 represents an improvement and should provide a basis for sound measurement and meaningful evaluation in the years ahead.

VII. CONCLUSIONS AND RECOMMENDATIONS

The framework for this section is provided by the Plan of Evaluation described on pp. 5-17.

1. The resources of the various agencies will continue to be utilized to contact potential patrons....

The participating agencies which completed and returned Form I are clearly serving clients in the target groups identified by Project Outreach and thus represent a continuing potential source of new patrons for Project Outreach. The 29 agencies/organizations which provided information on staff size indicated that full-time and part-time staff together would total 566. This would appear to represent a rather large group who could be enlisted more fully than at present in identifying clients in need of the services of Project Outreach. (Returns on Form I indicate that only 6 agencies among the 35 respondents are presently doing this.) The 23 agencies/organizations which provided information on number of clients/members indicated that they reach some 8,800 people, most of whom are members of the target groups identified by Project Outreach.

Reports from the Project Director indicate some encouraging steps through personal contacts and through use of the slide presentation Reaching Out for the Seventies to alert more staff in the Agencies. Perhaps an Advisory Committee from among the agencies served could suggest additional ways of involving more staff in indentification and referral of clients who would benefit from home delivery of library materials or other services of Project

Outreach. The increase in number of contacts from 540 in December 1973 to 963 in September 1974 is a welcome development, but the decline in number of new patrons from 24 in January-March to 11 in October-December is a disturbing trend.

Some help in learning about potential new patrons might also be gained from agencies/organizations not participating in Project Outreach. It is significant that, of the 73 agencies reporting some knowledge of Project Outreach, 47 (64.4%) had heard about home delivery of books.

Mention should also be made of the fact that over 60% of the Library staff who completed Form III think that staff at Main and the branches can share in locating individuals in each neighborhood who need home delivery of books.

Thought might be given to the desirability and feasibility of designing a stamped, self-addressed post card which could be available to agency staff for quick, convenient use whenever they learn of someone who could benefit from Project Outreach services. In addition to spaces for name, address and telephone number, spaces might be provided for information about situation (homebound, senior citizen, homebound mother of preschool children, failing eyesight, wheelchair, etc.).

2. <u>To continue to place library materials (especially paperbacks) in Agencies throughout Mahoning County, especially in target areas</u>....

Returns on Form I indicate that 80% of the responding agencies are receiving paperback books. This part of the service is by far

the most popular and best known, followed at a considerable distance by hardcover books (42.9%), films and film equipment (31.4%) and books with large print (22.8%). From the 28 agencies which responded to the question concerning which services are most useful, the response was similar (though not identical): paperback books (47.2%); films and film equipment (22.2%); large print books (11.1%); and hard cover books (11.1%). During the year, Project Outreach placed 12,067 paperbacks in agencies and 1,336 hardback and/or large print books in nursing homes. Generally, the staff is to be congratulated on successful achievement in this area, though note should be taken of the specific suggestions for improvement made by 11 of the agencies which returned Form I (p. 44).

3. Film programs, talks, film strip presentations and other programs will be offered in various agencies....branches.... Cooperative programs with agencies will be encouraged....

Only 3 (8.6%) of the 35 responding agencies reported film programs by Library staff and only 3 reported talks by Library staff. There is clearly room for expansion and improvement here. Mention should be made of the showing of "Sounder" in June--an outstanding example of the kind of cooperative programming that should be encouraged and expanded. Staff replies on Form III indicated that 82.8% of the respondents were aware that films and film equipment are available from Project Outreach and that 66.7% knew of talks given by Project staff. More significant is the fact that the number of movie showings rose from 11 in the first quarter to 96 in the third quarter. (The total for the year was 241.) Even more

encouraging is the fact that attendance rose from 794 in the first quarter to 4,289 in the fourth quarter, for a yearly total of 10,190.

4. The Project will continue cooperative ventures with the Cleveland Public Library's Braille and Talking Books Department and the Youngstown Society for the Blind and Handicapped.

Only 2 participating agencies responding on Form I indicated receipt of talking books. This, however, is not particularly significant because of the nature of the arrangements for this service, but 17 patrons served with talking books by Project Outreach does seem rather small when compared with the 400 visually handicapped and blind people in Youngstown and Mahoning County known to the Youngstown Society for the Blind and Handicapped. If, however, one adds the 61 patrons who receive large-print books and the 26 served with cassettes, the resulting total of 104 would represent slightly over 25% of the group identified by Mr. Werden. If the estimates based on the State Library staff paper are correct, these 104 patrons would represent 2.3% of those in Mahoning County who would be eligible for service. It might be better, however, to use the total number of patrons receiving individual service from Project Outreach in view of the rather broad definitions in the State Library staff paper. If we use the total figure of 450, Project Outreach may be said to reach 10% of the handicapped in Mahoning County. Eligibility to receive a service must not be confused with desire to have it, but the potential for considerable expansion clearly exists.

On a more positive note, the procedures for cooperation with the Cleveland Public Library's Braille and Talking Books Department are clear and businesslike. They appear to be working smoothly. Relations with the Youngstown Society for the Blind and Handicapped are excellent. The programs of the two organizations complement one another with little, if any, duplication.

5. The Project will continue utilizing tape cassettes to provide library materials to persons who are either handicapped or not print oriented. These cassettes may be commercially prepared or taped by local volunteers.

Although none of the agencies reported receiving cassettes and players, this is no cause for alarm since the service is given directly to individuals. No figures were gathered on the extent to which agency staff are aware that this service is offered by Project Outreach, but staff awareness could be an important factor in identifying those who need this service. Among the non-participating agencies aware of Project Outreach, 27.4% were aware of this service.

During the year, there were 1,916 circulations of cassettes to 26 patrons. The lightness and ease of use of both players and cassettes compared with talking book machines and talking books would lead one to hope that a greater variety of titles will soon be made available in this more convenient format. In cases where copyright is not a problem, a library with a large collection of talking books (such as Cleveland Public or the Library of Congress) might usefully engage in large-scale transfer to this new format.

In the meantime, the intention of Project Outreach to use local volunteers and to purchase some commercially-made cassettes is commendable. It is a regrettable oversight on the part of the evaluator that statistics on cassettes made or purchased were not requested from Project Outreach.

6. Wide variety of materials in large print will be made available through the Project to all patrons requiring them....

Among the participating agencies responding on Form I, 22.8% were receiving large-print books. It is difficult to determine whether this is a reasonable percentage, since many agencies deal with clients whose eyesight is normal. It is significant that this service tied with hardcover books for third place (after paperbacks and films) when agencies were asked to specify which services were most useful. During the year, Project Outreach placed 1,336 hardback and/or large-print books in nursing homes and served 61 patrons directly with home delivery. Two agencies requested that they be paperbacks, if possible, because these are lighter and easier for elderly readers to hold.

The idea of checking the list of large-print books against standard bibliographies was abandoned after it was explained that the high proportion of fiction is a deliberate adaptation to the preferences of elderly readers, who are looking for light recreation and, sometimes, inspiration, rather than information, education or general culture.

As long as the Project is federally-funded, these books should be reserved for the use of the target groups. Eventually,

most of the titles now in the collection will have been read by the present patrons. Of course, both new titles and new patrons may be expected, but the time will probably come when Project Outreach will be able to share its holdings with a wider audience through the NOLA union list and, in return, bring to its readers some of the resources from other libraries.

7. The Project will continue its vigorous public relations program....radio, T.V., newspapers, talks....brochures.... and giveaways....

There are several distinct audiences to be reached through a public relations program:

1. Patrons of Project Outreach, who need to be kept aware of the full range of services available to them, so that they may request appropriate services if their needs or interests change;
2. Staff/officers of the agencies/organizations participating in Project Outreach, so that they may use those services appropriate to the needs of their agencies and make appropriate referrals of individual clients to Project Outreach;
3. Staff/officers of agencies/organizations not presently participating in Project Outreach, so that they can make a correct determination concerning possible use of its services or possible referral of individual clients;
4. Staff of the Main Library and the branches, so that they can respond with appropriate services when members

of the target groups come to them, make referrals to Project Outreach, and assist in identifying those in need of home delivery of library materials;

5. Officials of Youngstown and Mahoning County, whose general understanding and support will be needed if the Project is to find local funding when federal grants are eventually terminated.

The public relations program is impressive. Newspaper publicity has been good. Staff have appeared on radio and television programs. The number, quality and variety of individual promotion pieces has been unusually high. If viewed strictly in the context of publicity to patrons or potential patrons from the target groups, some of the promotion pieces might be regarded as questionable. The evaluator, however, is persuaded that, viewed in relation to the five audiences described above, each piece is important to the success of Project Outreach in achieving its objectives.

Form II was sent to community agencies/organizations not participating in Project Outreach partly to find out which ones had heard of the Project and how they had learned about it. Of the 116 usable replies, 73 (62.9%) had heard of the Project and 43 (37.1%) had not. Among those who had heard of it, newspapers and library promotion pieces tied for first place as sources of information. Word of mouth was in second place. Radio, television and the sign on the van tied for third. Among those familiar with the Project, 71.2% thought it should be continued after the end of 1974. The rest were either unsure or did not answer. There were no negative replies. These returns from Form II indicate highly

positive results form the public relations efforts, though the penetration of the community could have been greater.

Question 1 on Form III asked the Library staff in what ways they had learned of Project Outreach. The Staff Bulletin was the most-frequently-cited source of information, followed (in descending order) by: staff meetings; word of mouth; Project flyers, brochures; showing Project-sponsored films; newspapers and personal visits (tied); T.V.; radio; OLA Bulletin; other. Replies to question 2 indicated a high level of staff awareness of most services of Project Outreach. Most staff, however, felt that the Project was only moderately well known by their patrons or that they were unable to judge. Most thought the Project was very well (44.8%) or moderately well (25.3%) received by their colleagues. When asked for a personal opinion, 79.3% rated it as very valuable. Again, these are highly positive results and indicative of a successful public relations effort.

8. The Project will continue to explore new methods of cooperation with local agencies to avoid duplication of services....

The most explicit statement of cooperation and avoidance of duplication came in the interview with Mr. Werden concerning the Youngstown Society for the Blind and Handicapped and its relations with Project Outreach (pp. 35-37). Other examples were also discovered during the personal visits of the evaluator. Among these, the work with the Director of McGuffey Center and with the Chaplain of the Mahoning County Jail come readily to mind. The quarterly narrative reports contain many other examples.

The judgment of the evaluator is highly favorable. The only suggestion is that an advisory committee, composed of carefully-selected representatives from the participating agencies, could probably be of assistance here.

9. Oral history will become a one-year experimental part of our program which will utilize a Librarian I who with the cooperation of 25 local residents will establish a Local History Archives through oral history collections.

Delay in securing staff meant that the Oral History Project did not actually get underway until the summer. By the end of the year, 13 individuals had been interviewed and 15 cassette tapes prepared.

The evaluator is inclined to view the Oral History Project as one that should be continued until patrons of Project Outreach who are willing to be interviewed have had an opportunity to have their comments recorded on cassettes, but not to extend this beyond the present patrons of Project Outreach and not to take the time of Project Outreach staff for the laborious and time-consuming task of transcribing and editing.

Summary Conclusions and Recommendations

1. Project Outreach represents a creative response to an urgent community need and should be continued.
2. There is need for expansion of services if funding can be provided for additional space, personnel and equipment.

3. There is need for a constant inflow of new materials, especially large-print books.
4. If funding for expansion is not available, thought should be given to which functions should continue to be performed by Project Outreach and which ones could be performed by staff at Main and in the branches with Project Outreach as support and backup.
5. Now that the Project has clearly proved its worth, plans should be made for eventual transfer to local funding, unless Congress shifts federal funding from a "seed money" to a "continuing support" philosophy.
6. The Director and staff of Project Outreach should be commended and rewarded in whatever ways are most feasible for their excellent work.
7. Consideration should be given to the establishment of an advisory committee, with representation from staff/officers and clients/members of participating agencies/organizations, to work with the Director of Project Outreach.
8. Special attention should be given to the matter of identification and location of potential new patrons for Project Outreach, in cooperation with the staffs of community agencies, the Main Library and the branches.

Appendix

Log of Time Spent in Data Gathering and Evaluation

March 15, 1974	3 hours
April 11, 1974	3 hours
June 18, 1974	8 hours
August 24, 1974	4 hours
August 25, 1974	4 hours
August 27, 1974	2 hours
August 28, 1974	2 hours
August 31, 1974	6 hours
September 2, 1974	4 hours
September 4, 1974	6 hours
September 7, 1974	2 hours
September 19, 1974	6 hours
October 10, 1974	2 hours
November 2, 1974	4 hours
December 3, 1974	3 hours
February 11, 1975	3 hours
February 12, 1975	4 hours
February 13, 1975	3 hours
February 14, 1975	5 hours
February 15, 1975	6 hours
February 22, 1975	8 hours
March 1, 1975	8 hours
March 2, 1975	2 hours
Total	98 hours